

ORDER



Orders
Order / Rev: 199075
Alt Order #: 06842557
Product Desc: 8/17-8/20 SCOTT RIGELL/NRCC
Estimate: 3005
Flight Dates: 08/17/12 - 08/20/12
Original Date / Rev: 08/16/12 / 08/16/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency Name: American Media & Advocacy Group
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Rigell-NRCC (R)
Demographic: A35-64
Product Codes: PL1
Priority: P2
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN16043/SP10305

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	3	\$900.00	\$765.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	3	\$900.00	\$765.00	0.00
Totals	3	\$900.00	\$765.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	5%	\$900.00
Market	100%	\$18,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	38%	\$6,840.00
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	40%	\$7,200.00
WTVZ	9%	\$1,620.00
WVEC	8%	\$1,440.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WVBT	08/20/12	08/20/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	M- - - - -	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
SPORTSWRAP M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M- - - - -			1			\$300.00		0.00			
E 3	WVBT	08/18/12	08/18/12	Sa 1045-11p Fox Sportswrap Sat	CM	1045-11p	- - - - - S-	:30	1	\$300.00	P2	0.00	NM	1	\$300.00

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Advertiser: POL/Rigell-NRCC (R)
 Product Desc: 8/17-8/20 SCOTT RIGELL/NRCC
 Estimate: 3005

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
SPORTSWRAPWKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-----S-		1		\$300.00		0.00					
N 4	WVBT	08/19/12	08/19/12	Su 1045-11p	CM	1045-11p	-----S	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
				Fox Sportswrap Sun											
SPORTSWRAP M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-----S		1		\$300.00		0.00					
Totals												3	\$900.00		